

“ Corporate Social Responsibility”

Faculty of Economics
UNIVERSITY OF COIMBRA



CORPORATE SOCIAL RESPONSABILITY

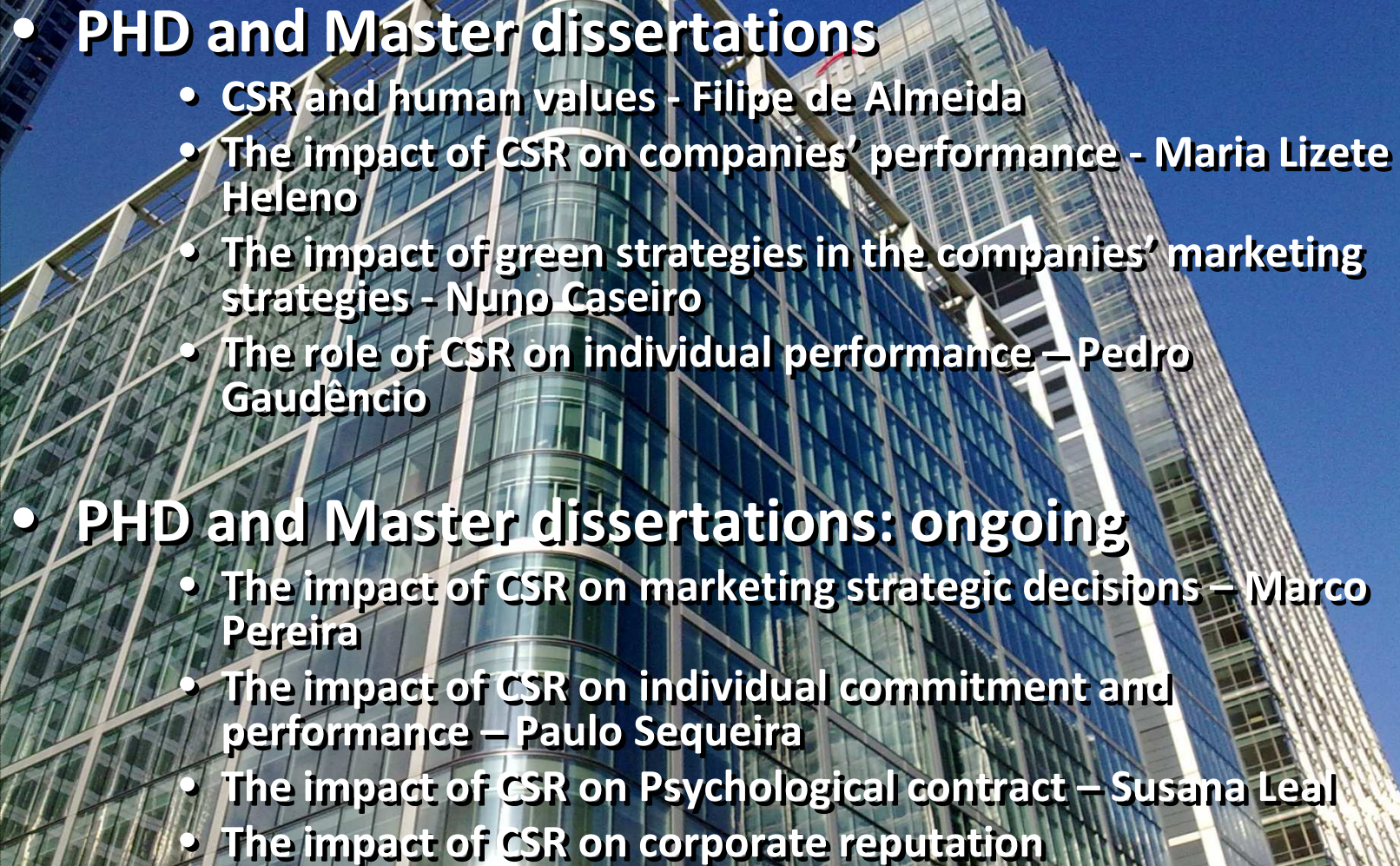
- Ethics
 - The organization and its behavior are subject to ethical review by its stakeholders
- Society
 - Organizations and civil society are interdependent entities, and the action of the first ones should be legitimized by the second
- Social issues
 - The interests of organizations and society have to be seen as convergent: performing in a socially responsible way is a strong foundation for the success of organizations

OUR COMMITMENTS AS UNIVERSITY

- Research
- Teaching/Training
- Scientific Production
- Adopting CSR in our own strategy



RESEARCH

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- **PHD and Master dissertations**
 - CSR and human values - Filipe de Almeida
 - The impact of CSR on companies' performance - Maria Lizete Heleno
 - The impact of green strategies in the companies' marketing strategies - Nuno Caseiro
 - The role of CSR on individual performance – Pedro Gaudêncio
 - **PHD and Master dissertations: ongoing**
 - The impact of CSR on marketing strategic decisions – Marco Pereira
 - The impact of CSR on individual commitment and performance – Paulo Sequeira
 - The impact of CSR on Psychological contract – Susana Leal
 - The impact of CSR on corporate reputation

CSR IN CURRICULA

- **MBA Marketing**
 - Ethics and CSR: elective discipline
- **MBA executive**
 - Ethics and CSR: elective discipline
- **Graduate Programme**
 - 1 chapter of the Management assignment



SCIENTIFIC PRODUCTION

- Papers and books
 - Filipe de Almeida
 - *“Evaluation of the Impact of Social Responsibility through Relations with Stakeholders”*, PRMS - Portuguese Review of Management for Sustainability, Arnaldo Coelho e M^a Lizete Heleno
- Case Studies
 - CSR and the integration of disabled people on the labour market
- Book chapter
 - Ethics and CSR; Introdução à Gestão das Organizações, Edições Vida Económica, 2^a edição

Main dilemmas

- Where should we place CSR: graduate, post graduate or executive training programmes?
- The delivery system: room teaching, building live cases or learning by doing?
- Just to disseminate or to educate for CSR?
- Are educators already prepared to teach CSR?
- Is CSR just a trendy topic or does it really impacts in the society, in the companies performance or in the individual behavior?

Stakeholders are the main issue



Carroll's "Pyramid of Corporate Social Responsibility"



Main Approaches

- Naive approach
- Marketing approach
- Theleological approach